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Ontario's Overnight Visitors with an Outdoors Interest, 2001

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Highlights

- Of Ontario's 39.3 million overnight visitors in 2001, 14.8 million or 38% participated in outdoor activities.
- The expenditures of overnight outdoor visitors accounted for 23% of the total spending by overnight visitors in Ontario in 2001.
- On average, outdoor enthusiasts stayed in Ontario for 4.2 nights in 2001, 24% longer than total overnight visitors.
- The majority (55%) of overnight outdoor visitors came to Ontario during the summer months in 2001, compared to 39% of the province's total overnight visitors.
- Nearly three-quarters (70%) of Ontario's overnight outdoor visitors came to the province for the primary purpose of pleasure, compared to only 46% of the total overnight visitors.
- Most overnight outdoor visitors (78%) travelled in parties of adults only. Average party sizes ranged from 1.81 to 2.78 depending on the origin of the visitor.
- 27% of the overnight outdoor visitors stayed in private cottages while on vacation in Ontario, compared to 13% of total overnight visitors in 2001.
- In addition to outdoor activities, shopping and sightseeing were also popular, especially among US and overseas visitors.

Points Saillants

- En 2001, parmi les 39,3 millions de visiteurs qui ont séjourné plus de 24 heures en Ontario, 14,8 millions, soit 38 %, ont participé à des activités de plein air.
- En 2001, en Ontario, les dépenses des touristes qui ont séjourné plus de 24 heures et ont participé à des activités de plein air ont représenté 23 % des dépenses totales des visiteurs qui sont restés plus de 24 heures dans la province.
- En 2001, les amateurs d'activités de plein air ont passé en moyenne 4,2 nuits en Ontario, soit 24 % plus de temps que tous les visiteurs ayant passé plus d'une nuit.
- En 2001, la majorité (55 %) des visiteurs qui ont séjourné plus de 24 heures et ont participé à des activités de plein air sont venus en Ontario pendant les mois d'été, par rapport à 39 % de tous les visiteurs ayant passé plus d'une nuit.
- La majorité des visiteurs qui ont séjourné plus de 24 heures et ont participé à des activités de plein air (78 %) voyageaient entre adultes. Les groupes comprenaient en moyenne de 1,81 à 2,78 personnes, selon l'origine des visiteurs.
- Parmi les visiteurs qui ont séjourné plus de 24 heures et ont participé à des activités de plein air, 27 % ont logé dans des chalets privés pendant leurs vacances en Ontario, par rapport à 13 % de tous les visiteurs qui ont séjourné plus de 24 heures en 2001.
- Outre les activités de plein air, le magasinage et les visites touristiques ont été populaires, en particulier parmi les visiteurs américains et ceux d'outre-mer.

104-00677/

Introduction

Definition: In this report an overnight tourist with an outdoor interest is defined as:

1. an international visitor to Ontario who:
   a. participated in any outdoor activity, or
   b. visited any national or provincial park or historic site, or
   c. stayed any nights at campgrounds, trailer parks, or at private or commercial cottages or cabins
2. a domestic visitor with an Ontario destination who:
   a. participated in any outdoor activity, or
   b. visited any national or provincial park, or
   c. stayed any nights at campgrounds, trailer parks, or at private or commercial cottages or cabins

Note: Visitors with an outdoor interest that spent all of their nights in the Toronto or Ottawa CMA were not included in this report in order to maintain a rural focus. Also, overnight visitors that indicated swimming as one of the activities participated in were only included in this segment if the activity occurred during July or August of 2001.

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and the International Travel Survey (ITS) by Research Resolutions, on behalf of the Ontario Ministry of Tourism and Recreation (MTR).

Co-sponsored by all the provinces and the federal government, the CTS is conducted by Statistics Canada annually (starting in 1997) as a supplement to the Labour Force Survey. The CTS telephone interview captures the incidence and detail of travel by Canadians. In 2001, an average of 14,660 Canadian households -- including 4,335 Ontario households -- were surveyed every month throughout the year. The average response rate for Canadian and Ontario respondents was around 86%.

While up to 1994 only the name of a trip's destination was available from the CTS, as well as the name of the province where an overnight stop might have occurred en route to the trip's destination, starting in 1996 the complete trip itinerary was collected. As such, at the sub-provincial level, only visits with a destination in a specific region are comparable pre and post 1996 and not total domestic visits. In addition to the change in the location question, starting in 1996, the CTS captured the interview data on a CAI system, rather than on paper as was the case up to 1994.

The domestic data contained in this report differ from those reported in print or supplied in electronic format by Statistics Canada in the following ways:

Length of Stay	Place of Residence	
	Ontario	Other Canada
Same Day	40 Kms one-way from home	80 Kms one-way from home
Overnight	No minimum distance	No minimum distance

1. All overnight trips, regardless of the distance travelled, and same day trips with a minimum one-way distance from a respondent's home of at least 40 kms are included in this report. Statistics Canada reports only trips of 80 kms and over.

2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

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2. Overnight trips with an Ontario destination, but no nights spent in the province, are treated in this report as same day trips to Ontario.

3. The domestic data contained in this report include visits in Ontario by Canadians while on trips to any destination, not just Canadian destinations.

Excluded from this report's domestic data are the following types of travel: travel as a member of an operating crew of a bus, plane, truck, etc.; commuting to and from work or school; one way travel involving a change of residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; and trips longer than one year. A domestic trip must also meet a distance requirement as follows:

The ITS is also conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities who essentially conduct a census of border crossings and distribute the questionnaires to a sample of travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada. The questionnaire that is given to same day visitors from the United States who enter Canada by car does not contain any questions regarding the activities that these visitors engage in during their trip. This is the reason why we have limited our report to overnight visitors only.

The international statistics presented in this report are based on the census of US and overseas visitors as far as the number of travellers, their origin and the mode of transport are concerned. Most of the remaining trip characteristics were obtained from 23,247 completed questionnaires by US residents (out of 41,218 usable questionnaires of US visitors to Canada) and 7,221 completed questionnaires by overseas visitors (out of 15,079 usable questionnaires of overseas visitors to Canada).

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

2. Ontario does a number of imputations for missing values.

3. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spent in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the database, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of key terms used throughout this report is appended. For more information on this publication please contact:

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ONTARIO'S OVERNIGHT VISITORS WITH AN OUTDOORS INTEREST, 2001

How many outdoor enthusiasts visited Ontario and where did they come from?

Of Ontario's 39.3 million overnight visitors in 2001, 14.8 million or 38% participated in outdoor activities.

- Over three-quarters (77%) of visitors with an outdoor interest were Canadian.
- Ontario residents accounted for 92% of Canadian outdoor visitors, and 71% of total overnight visitors that were outdoor enthusiasts.
- 36% of U.S. and 29% of overseas overnight visitors participated in outdoor activities in Ontario in 2001.

Table 1: Overnight Person Visits in Ontario, 2001

Origin	Overnight Outdoor Visitors (000s)	% Share	Total Overnight Visitors (000s)	% Share	Incidence*
TOTAL	14,790	100%	39,284	100%	38%
Canada	11,451	77%	29,610	75%	39%
Ontario	10,495	71%	26,144	67%	40%
Quebec	413	3%	1,675	4%	25%
Manitoba	278	2%	470	1%	59%
Western Canada	171	1%	851	2%	20%
Atlantic Canada	93	1%	469	1%	20%
USA	2,827	19%	7,879	20%	36%
New York	433	3%	1,476	4%	29%
Michigan	575	4%	1,742	4%	33%
Pennsylvania	213	1%	491	1%	43%
Minnesota	212	1%	307	1%	69%
Ohio	266	2%	699	2%	38%
Illinois	132	1%	354	1%	37%
Wisconsin	176	1%	276	1%	64%
Other USA	820	6%	2,535	6%	32%
Overseas	512	3%	1,795	5%	29%
UK	132	1%	407	1%	32%
France	44	0%	143	0%	31%
Germany	43	0%	121	0%	36%
Japan	65	0%	160	0%	41%
Other Europe	106	1%	323	1%	33%
Other Asia	54	0%	322	1%	17%

*Incidence refers to the percentage of total overnight visitors that had an interest in outdoor activities.

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How long did they stay in Ontario?

On average, outdoor enthusiasts stayed in Ontario for 4.2 nights in 2001, 24% longer than total overnight visitors.

- Overnight visitors that participated in outdoor activities from overseas countries stayed the longest, followed by Americans and Canadians.
- Almost three-quarters (74%) of outdoor enthusiasts stayed in the province for four nights or less, while 7% stayed for ten or more nights.
- Ontarians that participated in outdoor activities had the highest incidence of taking a short getaway trip (1 to 3 nights) in the province (75%), followed by outdoor visitors from Michigan (66%).
- Only 24% of overseas outdoor visitors stayed for a short getaway trip, indicating that the further away a visitor comes from, the longer they stay in the province.

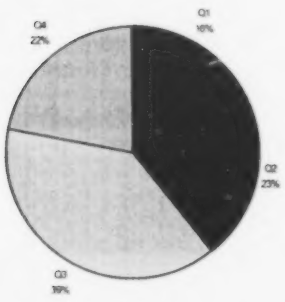
Table 2: Person Nights in Ontario, 2001

Origin	Outdoor Visitors (000s)	% Share	Total Overnight Visitors (000s)	% Share	Incidence	Average Length of Stay (nights)	
						Outdoor	Total
TOTAL	62,126	100%	134,443	100%	46%	4.2	3.4
CANADA	42,556	68%	88,365	66%	48%	3.7	3.0
Ontario	36,854	59%	71,723	53%	51%	3.5	2.7
Quebec	1,722	3%	5,091	4%	34%	4.2	3.0
Manitoba	1,089	2%	1,909	1%	57%	3.9	4.1
Western Canada	2,029	3%	6,590	5%	31%	11.8	7.8
Atlantic Canada	863	1%	3,053	2%	28%	9.3	6.5
USA	13,006	21%	27,119	20%	48%	4.6	3.4
New York	1,786	3%	4,403	3%	41%	4.1	3.0
Michigan	1,953	3%	4,304	3%	45%	3.4	2.5
Pennsylvania	1,074	2%	1,837	1%	58%	5.1	3.7
Minnesota	882	1%	1,139	1%	77%	4.2	3.7
Ohio	1,175	2%	2,229	2%	53%	4.4	3.2
Illinois	745	1%	1,416	1%	53%	5.7	4.0
Wisconsin	978	2%	1,254	1%	78%	5.6	4.5
Other USA	4,414	7%	10,538	8%	42%	5.4	4.2
OVERSEAS	6,564	11%	18,959	14%	35%	12.8	10.6
UK	1,517	2%	3,778	3%	40%	11.5	9.3
France	293	0%	937	1%	31%	6.7	6.6
Germany	590	1%	1,149	1%	51%	13.8	9.5
Japan	335	1%	829	1%	40%	5.1	5.2
All Other	3,828	6%	12,265	9%	31%	15.8	12.3

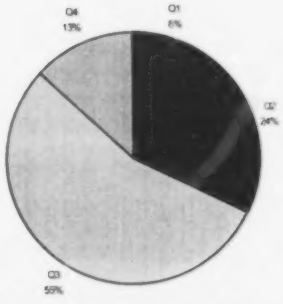
When did they visit Ontario?

The majority (55%) of overnight outdoor visitors came to Ontario during the summer months in 2001, compared to 39% of the province's total overnight visitors.

Quarter Trip Started
Total Overnight Person Visits 2001



Quarter Trip Started
Overnight Outdoor Enthusiasts 2001



- Compared to other overnight visitors, outdoor visitors had a much higher incidenc e of travelling during the summer than during the winter and fall.
- The majority of Ontario's main markets visited the province during the summer.

Table 3: Overnight Outdoor Visits in Ontario by Calendar Quarter, 2001

	Q1	Q2	Q3	Q4
Total	1,238	3,547	8,043	1,962
CANADA (000)	1,090	2,574	6,127	1,660
Share (%)	88%	73%	76%	85%
Ontario	1,025	2,337	5,586	1,548
Share (%)	83%	66%	69%	79%
USA (000)	122	813	1640	252
Share (%)	10%	23%	20%	13%
Border States	114	570	1132	190
Share (%)	9%	16%	14%	10%
OVERSEAS (000)	26	160	276	50
Share (%)	2%	5%	3%	3%
UK	6	38	75	13
Share (%)	*	1%	1%	1%
France	1	12	27	4
Share (%)	*	*	*	*
Germany	1	13	25	4
Share (%)	*	*	*	*
Japan	5	25	33	2
Share (%)	*	1%	*	*

* less than 1%

How long did they stay in Ontario?

On average, outdoor enthusiasts stayed in Ontario for 4.2 nights in 2001, 24% longer than total overnight visitors.

- Overnight visitors that participated in outdoor activities from overseas countries stayed the longest, followed by Americans and Canadians.
- Almost three-quarters (74%) of outdoor enthusiasts stayed in the province for four nights or less, while 7% stayed for ten or more nights.
- Ontarians that participated in outdoor activities had the highest incidence of taking a short getaway trip (1 to 3 nights) in the province (75%), followed by outdoor visitors from Michigan (66%).
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All Other	3,828	6%	12,265	9%	31%	15.8	12.3

When did they visit Ontario?

The majority (55%) of overnight outdoor visitors came to Ontario during the summer months in 2001, compared to 39% of the province's total overnight visitors.

Quarter Trip Started
Total Overnight Person Visits 2001

Quarter Trip Started
Overnight Outdoor Enthusiasts 2001

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Share (%)	9%	16%	14%	10%
OVERSEAS (000)	26	160	276	50
Share (%)	2%	5%	3%	3%
UK	6	38	75	13
Share (%)	*	1%	1%	1%
France	1	12	27	4
Share (%)	*	*	*	*
Germany	1	13	25	4
Share (%)	*	*	*	*
Japan	5	25	33	2
Share (%)	*	1%	*	*

* less than 1%

Why did they come to Ontario?

70% of Ontario's overnight outdoor visitors came to the province for the primary purpose of pleasure, compared to only 46% of total overnight visitors.

- Outdoor visitors from Japan had the highest incidence of travel for the primary purpose of pleasure (85%).
- Outdoor visitors from Quebec had the highest incidence of travel for the primary purpose of visiting friends and/or relatives (38%).
- Outdoor visitors from the Maritimes and Western provinces had the highest incidence of travel for the primary purpose of business (9%).

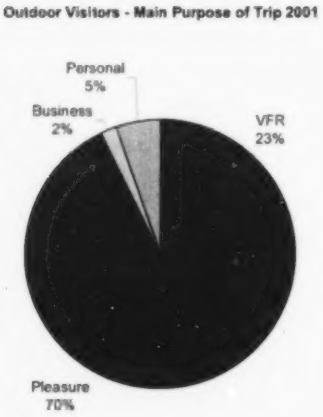


Table 4: Main Purpose of Trip
Overnight Outdoor Visitors by Origin, 2001

	VFR*	%	Pleasure	%	Business	%	Personal	%
Total (000)	3,435	23%	10,295	70%	280	2%	772	5%
CANADA (000)	2,965	26%	7,764	68%	184	2%	536	5%
Ontario	2,631	25%	7,251	69%	108	1%	504	5%
Quebec	156	38%	218	53%	26	6%	14	3%
Other Canada	178	33%	295	55%	50	9%	18	3%
USA (000)	310	11%	2,228	79%	65	2%	218	8%
Border States	184	9%	1,618	81%	33	2%	168	8%
New York	42	10%	358	83%	2	0%	29	7%
Michigan	67	12%	450	79%	12	2%	44	8%
Other USA	126	15%	610	75%	32	4%	50	6%
OVERSEAS (000)	160	31%	303	59%	31	6%	18	4%
UK	49	37%	73	55%	6	5%	4	3%
France	8	18%	35	78%	1	2%	1	2%
Germany	11	26%	28	67%	3	7%	0	0%
Japan	6	9%	55	85%	3	5%	1	2%
All Other	86	38%	112	49%	18	8%	12	5%

* visiting friends and/or relatives

How big were their travel parties? Who were in their travel parties?

Most overnight outdoor visitors (78%) travelled in parties of adults only. Average party sizes ranged from 1.81 to 2.78 depending on the origin of the visitor.

- German outdoor visitors had the smallest average party size (1.81), while visitors from the USA border states had the largest (2.78).
- Canadian outdoor visitors had the lowest occurrence of traveling in groups of adults only (77%), while visitors from Japan had the highest (94%).

Table 5: Overnight Outdoor Party Visits Average Size and Composition, 2001

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.91	77%	23%
Ontario	1.92	77%	23%
USA	2.70	79%	21%
Border States	2.78	78%	22%
Overseas	1.99	87%	13%
UK	2.15	86%	14%
France	2.12	83%	17%
Germany	1.81	89%	11%
Japan	1.92	94%	6%

Table 6: Overnight Outdoor Visitors Percent Party Size, 2001

Origin	1 person	2 people	3 or more people
TOTAL	43%	33%	24%
CANADA	47%	30%	22%
Ontario	47%	31%	22%
Quebec	54%	23%	23%
Manitoba	34%	47%	20%
Atlantic Canada	60%	28%	12%
Western Canada	72%	17%	12%
USA	20%	43%	37%
Border States	18%	43%	39%
Michigan	21%	44%	35%
New York	26%	43%	31%
Ohio	18%	36%	46%
Pennsylvania	13%	46%	42%
Illinois	11%	60%	30%
Minnesota	12%	49%	39%
Wisconsin	4%	29%	67%
OVERSEAS	36%	45%	19%
UK	25%	54%	21%
Japan	35%	50%	15%
France	24%	57%	19%
Germany	38%	46%	17%

- Outdoor visitors from Canada's Western and Atlantic provinces had the highest incidence (72% and 60% respectively) of travelling alone in Ontario. This could be attributed to the high occurrence of business travel within these visitor groups.
- Outdoor visitors from Illinois (60%) and France (57%) had the highest frequency of travelling in groups of two in 2001.
- Outdoor visitors from Wisconsin (67%) and Ohio (46%) had the highest incidence of travelling in parties of three or more people.

Why did they come to Ontario?

70% of Ontario's overnight outdoor visitors came to the province for the primary purpose of pleasure, compared to only 46% of total overnight visitors.

- Outdoor visitors from Japan had the highest incidence of travel for the primary purpose of pleasure (85%).
- Outdoor visitors from Quebec had the highest incidence of travel for the primary purpose of visiting friends and/or relatives (38%).
- Outdoor visitors from the Maritimes and Western provinces had the highest incidence of travel for the primary purpose of business (9%).

Outdoor Visitors - Main Purpose of Trip 2001

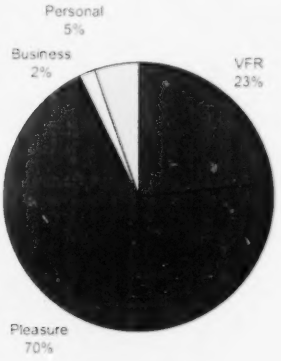


Table 4: Main Purpose of Trip
Overnight Outdoor Visitors by Origin, 2001

	VFR*	%	Pleasure	%	Business	%	Personal	%
Total (000)	**3,435**	**23%**	**10,295**	**70%**	**280**	**2%**	**772**	**5%**
CANADA (000)	2,965	26%	7,764	68%	184	2%	536	5%
Ontario	2,631	25%	7,251	69%	108	1%	504	5%
Quebec	156	38%	218	53%	26	6%	14	3%
Other Canada	178	33%	295	55%	50	9%	18	3%
USA (000)	310	11%	2,228	79%	65	2%	218	8%
Border States	184	9%	1,618	81%	33	2%	168	8%
New York	42	10%	358	83%	2	0%	29	7%
Michigan	67	12%	450	79%	12	2%	44	8%
Other USA	126	15%	610	75%	32	4%	50	6%
OVERSEAS (000)	160	31%	303	59%	31	6%	18	4%
UK	49	37%	73	55%	6	5%	4	3%
France	8	18%	35	78%	1	2%	1	2%
Germany	11	26%	28	67%	3	7%	0	0%
Japan	6	9%	55	85%	3	5%	1	2%
All Other	86	38%	112	49%	18	8%	12	5%

* visiting friends and/or relatives

How big were their travel parties? Who were in their travel parties?

Most overnight outdoor visitors (78%) travelled in parties of adults only. Average party sizes ranged from 1.81 to 2.78 depending on the origin of the visitor.

- German outdoor visitors had the smallest average party size (1.81), while visitors from the USA border states had the largest (2.78).
- Canadian outdoor visitors had the lowest occurrence of traveling in groups of adults only (77%), while visitors from Japan had the highest (94%).

Table 5: Overnight Outdoor Party Visits Average Size and Composition, 2001

Origin	Average Party Size	Party Composition	
		Adults Only	Adults w/ Kids
Canada	1.91	77%	23%
Ontario	1.92	77%	23%
USA	2.70	79%	21%
Border States	2.78	78%	22%
Overseas	1.99	87%	13%
UK	2.15	86%	14%
France	2.12	83%	17%
Germany	1.81	89%	11%
Japan	1.92	94%	6%

Table 6: Overnight Outdoor Visitors Percent Party Size, 2001

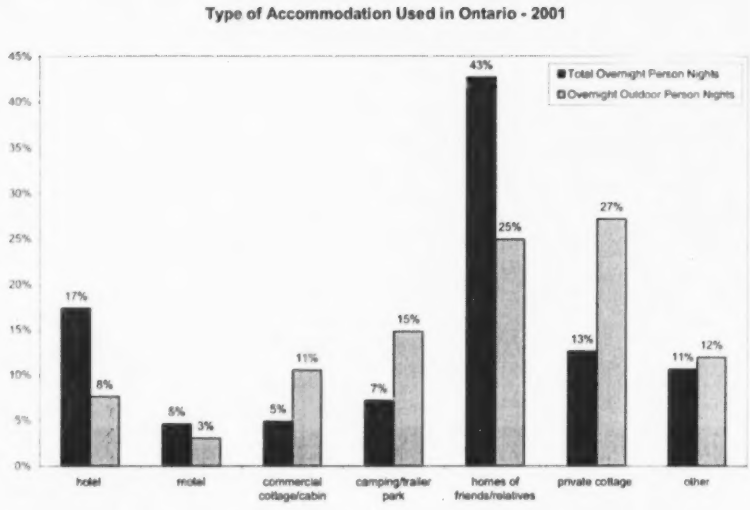
Origin	1 person	2 people	3 or more people
TOTAL	43%	33%	24%
CANADA	47%	30%	22%
Ontario	47%	31%	22%
Quebec	54%	23%	23%
Manitoba	34%	47%	20%
Atlantic Canada	60%	28%	12%
Western Canada	72%	17%	12%
USA	20%	43%	37%
Border States	18%	43%	39%
Michigan	21%	44%	35%
New York	26%	43%	31%
Ohio	18%	36%	46%
Pennsylvania	13%	46%	42%
Illinois	11%	60%	30%
Minnesota	12%	49%	39%
Wisconsin	4%	29%	67%
OVERSEAS	36%	45%	19%
UK	25%	54%	21%
Japan	35%	50%	15%
France	24%	57%	19%
Germany	38%	46%	17%

- Outdoor visitors from Canada's Western and Atlantic provinces had the highest incidence (72% and 60% respectively) of travelling alone in Ontario. This could be attributed to the high occurrence of business travel within these visitor groups.
- Outdoor visitors from Illinois (60%) and France (57%) had the highest frequency of travelling in groups of two in 2001.
- Outdoor visitors from Wisconsin (67%) and Ohio (46%) had the highest incidence of travelling in parties of three or more people.

Where did they stay in Ontario?

27% of the overnight outdoor visitors stayed in private cottages while on vacation in Ontario, compared to 13% of total overnight visitors in 2001.

- Outdoor visitors had a lower tendency to stay in roofed commercial accommodation, compared to total overnight visitors. For instance, 8% of outdoor visitors stayed in hotels, while 17% of total visitors did so in 2001.
- As mentioned, 27% of outdoor visitors stayed in private cottages. In addition, 11% stayed in commercial cottages and cabins.



- Camping and trailer parks also had high usage among outdoor visitors, not surprising considering the rural focus of this segment.
- 25% of overseas outdoor visitors stayed at homes of friends or relatives while in the province in 2001, which coincides with the fact that 23% of these visitors were in Ontario for the primary purpose of VFR.

Table 7: Overnight Outdoor Visitors Accommodation Use by Person Nights and Origin, 2001

Type of Accommodation	Canada	% Share	Ontario	% Share	USA	% Share	Border States	% Share	Over-seas	% Share
Hotel	2,201	5%	1,540	15%	1,446	11%	849	10%	1,095	17%
Motel	716	2%	634	6%	940	7%	628	7%	240	4%
Commercial Cottage/Cabin	2,090	5%	1,854	18%	4,178	32%	2,914	34%	285	4%
Camping/Trailer Park	7,578	18%	6,896	66%	1,425	11%	965	11%	178	3%
Homes of Friends/Relatives	10,483	25%	7,516	72%	1,447	11%	513	6%	3,551	54%
Private Cottage	14,879	35%	14,120	135%	1,893	15%	1,467	17%	80	1%
Other	4,609	11%	4,294	41%	1,677	13%	1,257	15%	1,136	17%

What other activities did they participate in?

Not surprisingly, active participation in outdoors and sports activities was the most popular pastime of Ontario's overnight outdoor visitors with a 75% participation rate. In addition to outdoor activities, shopping and sightseeing were also popular, especially among US and overseas visitors.*

- Next to participating in sports and/or outdoor activities, Ontario's outdoor visitors' most popular activity was visiting friends and/or relatives (VFR) (52%).
- As with most visitors to the province, other popular activities for outdoor visitors were sightseeing (40%) and shopping (40%).
- Outdoor visitors were more active than total overnight visitors, participating in an average of 3.05 versus 2.53 activities per person visit.

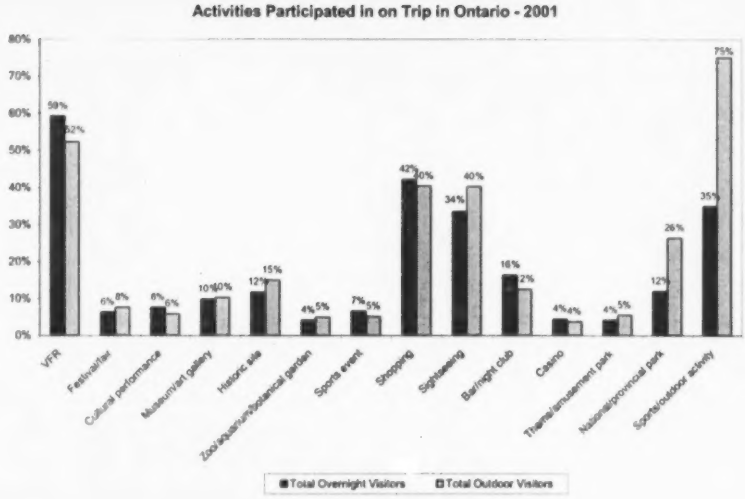


Table 8: Overnight Outdoor Visitors in Ontario
Percent of Visitors who Participated in Selected Activities, 2001

Activity	Canada	Ontario	USA	Overseas
VFR	57%	56%	32%	63%
Festival/fair	7%	7%	7%	14%
Cultural performance	5%	5%	6%	17%
Museum/art gallery	7%	6%	16%	48%
Historic site	9%	8%	31%	54%
Zoo/aquarium/botanical garden	4%	4%	4%	31%
Sports event	5%	5%	3%	12%
Shopping	34%	32%	58%	91%
Sightseeing	36%	35%	50%	89%
Bar/night club	11%	11%	14%	28%
Casino	3%	3%	4%	12%
Theme/amusement park	5%	4%	4%	31%
National/provincial park	20%	19%	41%	84%
Sports/outdoor activity	79%	79%	67%	39%

* Please see the Introduction section for a full description of an "outdoor visitor".

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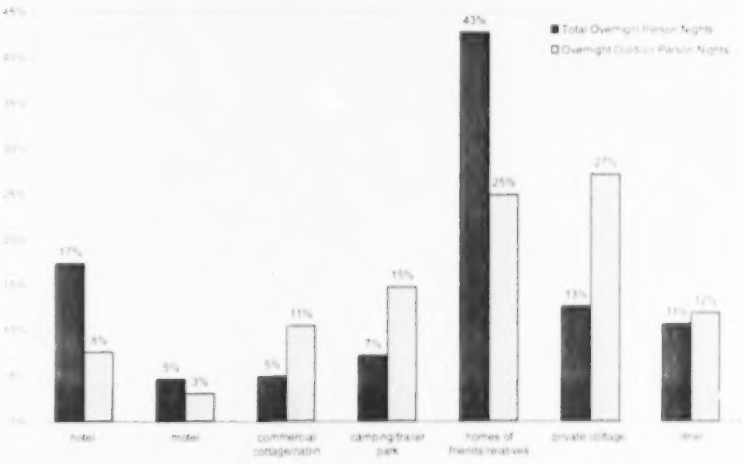
Type of Accommodation Used in Ontario - 2001



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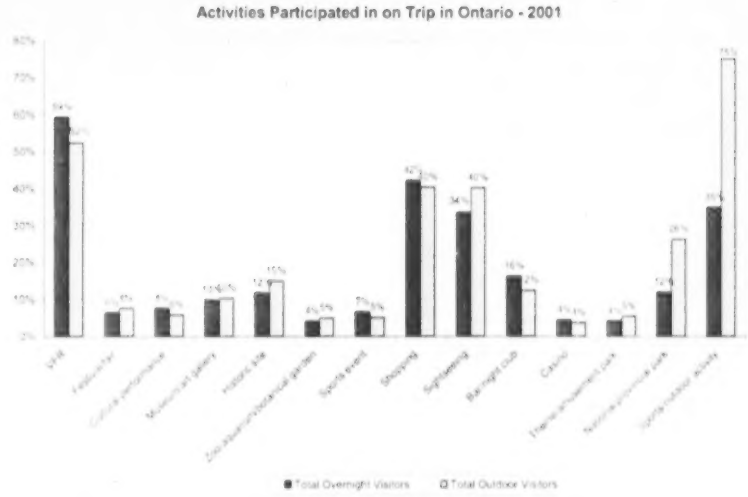

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* Please see the Introduction section for a full description of an "outdoor visitor".

- Outdoor visitors from overseas were the most active, partaking in an average of 6.15 activities per person visits, compared to 3.37 activities for Americans and 2.83 activities for Canadians.

Table 9: Overnight Outdoor Visitors in Ontario
Percent Participation in Selected Activities, 2001

Outdoor Activities	Total	Canada	Ontario	USA	Overseas
Boating	26%	26%	26%	27%	22%
Golfing	8%	9%	9%	7%	6%
Downhill Skiing/ Snowboarding	3%	3%	4%	2%	2%
Hunting	2%	2%	2%	1%	0%
Fishing	21%	17%	17%	37%	12%

- A closer look at participation in selected sports and outdoor activities reveals that boating was the most popular activity for outdoor visitors in the province, with a 26% participation rate. Fishing was also popular with a 21% participation rate.
- Outdoor visitors from the U.S. had the highest participation rate in boating (27%) and in fishing (37%).

Which Ontario regions* did they visit?

The top market for overnight outdoor visitors was Central Ontario (39%) followed by Niagara Region (10%) and Toronto and Area (9%).

- Central Ontario was the top destination for overnight visitors with an outdoors interest (39%), compared to 22% of total overnight visitors.
- As mentioned, given the rural nature of this market, the regions that offer a more outdoors and/or rural experience or product (such as Central Ontario) faired better among outdoor visitors than among total overnight visitors. Central Ontario is where many Ontarians have their cottages.

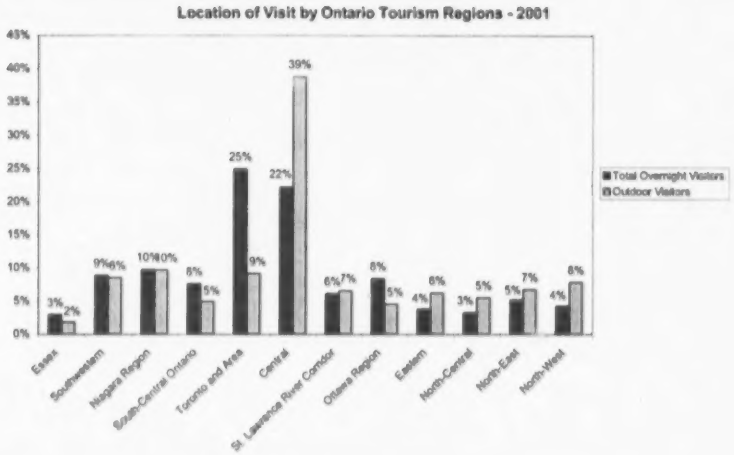

TABLE 10: Overnight Outdoor Visitors in Ontario, 2001

Region Visited	Percent of Overnight Pleasure Visitors, by Origin, Visiting each Ontario Travel Region*								
	Canada	Ontario	USA	Border States	Overseas	UK	France	Germany	Japan
Essex	1%	1%	6%	8%	1%	0%	0%	5%	0%
Southwestern	8%	9%	10%	12%	7%	8%	0%	9%	2%
Niagara Region	3%	3%	27%	24%	52%	48%	70%	42%	86%
South-Central Ontario	5%	5%	3%	2%	16%	20%	2%	14%	8%
Toronto and Area	7%	5%	8%	6%	63%	60%	66%	65%	55%
Central	46%	49%	13%	11%	25%	36%	9%	37%	2%
St. Lawrence River Corridor	6%	5%	9%	8%	14%	12%	36%	19%	0%
Ottawa Region	4%	3%	2%	1%	20%	15%	52%	26%	5%
Eastern	6%	6%	8%	8%	4%	5%	5%	2%	0%
North-Central	6%	6%	3%	3%	4%	4%	0%	12%	0%
North-East	6%	6%	10%	11%	4%	3%	2%	12%	0%
North-West	5%	3%	20%	20%	3%	2%	2%	12%	3%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

- Niagara Region was the most popular region among outdoor visitors from Japan (86% of Japanese outdoor visitors went to the Niagara Region), France (70%) and the U.S. border states (24%).
- Central Ontario was the most popular region among outdoor visitors from Ontario (49%) and Canada (46%) as a whole.

* Please see page 14 for a map of Ontario's Travel Regions.

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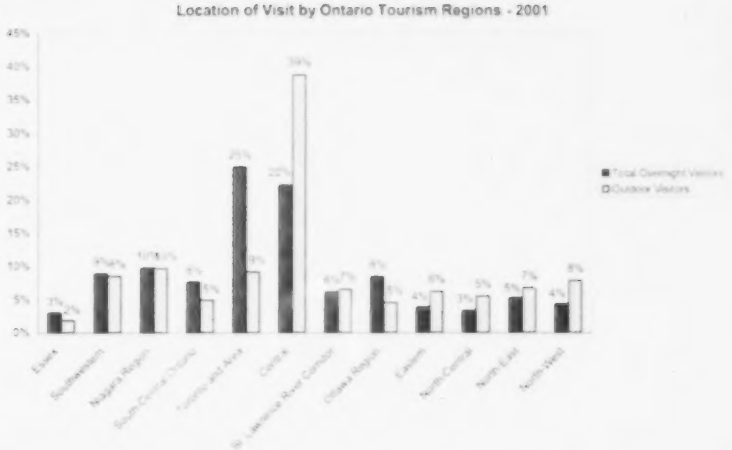

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Southwestern	8%	9%	10%	12%	7%	8%	0%	9%	2%
Niagara Region	3%	3%	27%	24%	52%	48%	70%	42%	86%
South-Central Ontario	5%	5%	3%	2%	16%	20%	2%	14%	8%
Toronto and Area	7%	5%	8%	6%	63%	60%	66%	65%	55%
Central	46%	49%	13%	11%	25%	36%	9%	37%	2%
St. Lawrence River Corridor	6%	5%	9%	8%	14%	12%	36%	19%	0%
Ottawa Region	4%	3%	2%	1%	20%	15%	52%	26%	5%
Eastern	6%	6%	8%	8%	4%	5%	5%	2%	0%
North-Central	6%	6%	3%	3%	4%	4%	0%	12%	0%
North-East	6%	6%	10%	11%	4%	3%	2%	12%	0%
North-West	5%	3%	20%	20%	3%	2%	2%	12%	3%

**The percentages are based on the total number of visitors with a known regional destination in Ontario. Note: The sum of each column is greater than 100% because multiple locations may be visited in a given trip.*

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- Central Ontario was the most popular region among outdoor visitors from Ontario (49%) and Canada (46%) as a whole.

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* Please see page 14 for a map of Ontario's Travel Regions.

How much money did they spend in Ontario?

Expenditures of overnight outdoor visitors accounted for 23% of total spending by overnight visitors in Ontario in 2001.

- Outdoor visitors spent $3.6 billion in the province in 2001.
- Canadians accounted for 52% of total spending by outdoor visitors, Americans for 30%, and overseas visitors for 18%.
- Total average spending per person visit was $243, per party visit was $492 and per party night was $118.
- Ontarians had the lowest average spending per person visit ($144) and overseas visitors had the highest ($1,290).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 on the following page provides a comparison of spending with the cost of transportation removed.

Table 11: Overnight Outdoor Visitors
Total Spending by Origin, 2001

Origin	Total Spending (000)	Share (%)
TOTAL	$3,587,238	100%
CANADA	$1,851,692	52%
Ontario	$1,513,708	42%
Quebec	$114,916	3%
USA	$1,075,077	30%
Border States	$666,528	19%
Michigan	$148,565	4%
New York	$108,618	3%
Ohio	$92,976	3%
Pennsylvania	$94,621	3%
Illinois	$60,647	2%
Minnesota	$82,706	2%
Wisconsin	$78,396	2%
OVERSEAS	$660,469	18%
UK	$178,995	5%
Japan	$81,309	2%
France	$35,008	1%
Germany	$58,696	2%

Table 12: Overnight Outdoor Visitors
Average Expenditures in Ontario, 2001

	Average Per Person	Average Per Party	Average Per Party Night
TOTAL	$243	$492	$118
CANADA	$162	$309	$85
Ontario	$144	$277	$82
USA	$380	$1,026	$223
Border States	$332	$923	$219
OVERSEAS	$1,290	$2,560	$177
UK	$1,356	$2,934	$244
France	$796	$1,667	$229
Germany	$1,365	$2,446	$170
Japan	$1,251	$2,391	$518

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Outdoor visitors from Germany had the highest average spending per person visit on accommodation and food and beverage, while visitors from the UK had the highest average spending on recreation and entertainment. Outdoor visitors from Japan had the highest average spending per person visit on retail.

Table 13: How Overnight Pleasure Visitors Spent their Non-Transport Budget in Ontario by Origin, 2001								
Item of Expenditure	Origin of Overnight Outdoor Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by overnight outdoor visitors, excluding transport related expenditures ($000s)	$1,363,296	$1,095,259	$927,827	$592,760	$403,713	$99,470	$34,045	$43,667
% of total spending in Ontario by overnight outdoor visitors	74%	72%	86%	89%	61%	56%	58%	54%
Average Spending								
Per Person Visit	$119	$104	$328	$295	$789	$754	$792	$672
Per Person Night	$32	$30	$71	$69	$62	$66	$ 58	$130
Per Party Visit	$228	$201	$885	$821	$1,565	$1,631	$1,419	$1,284
Per Party Night	$63	$59	$193	$195	$108	$136	$98	$278
Accommodation ($000s)	$420,601	$342,738	$388,841	$251,302	$125,128	$32,540	$13,411	$18,661
% of total spending in Ontario by overnight outdoor visitors	23%	23%	36%	38%	19%	18%	23%	23%
Average Spending								
Per Person Visit	$37	$33	$138	$125	$244	$247	$312	$287
Per Person Night	$10	$9	$30	$29	$19	$21	$23	$56
Per Party Visit	$70	$63	$371	$348	$485	$533	$559	$549
Per Party Night	$19	$19	$81	$83	$34	$44	$39	$119
Food/Beverage ($000s)	$515,392	$413,830	$227,018	$142,767	$109,016	$27,442	$9,649	$9,711
% of total spending in Ontario by overnight outdoor visitors	28%	27%	21%	21%	17%	15%	16%	12%
Average Spending								
Per Person Visit	$45	$39	$80	$71	$213	$208	$224	$149
Per Person Night	$12	$11	$17	$17	$17	$18	$16	$ 29
Per Party Visit	$86	$76	$217	$198	$423	$450	$402	$286
Per Party Night	$24	$22	$47	$47	$29	$37	$28	$62
Recreation/Entertainment ($000s)	$173,506	$139,936	$166,890	$110,028	$50,762	$15,791	$3,396	$2,357
% of total spending in Ontario by overnight outdoor visitors	9%	9%	16%	17%	8%	9%	6%	3%
Average Spending								
Per Person Visit	$15	$13	$59	$55	$99	$120	$79	$36
Per Person Night	$4	$4	$13	$13	$8	$10	$6	$7
Per Party Visit	$29	$26	$159	$152	$197	$259	$142	$69
Per Party Night	$8	$8	$35	$36	$14	$22	$10	$15
Retail ($000s)	$253,798	$198,753	$145,077	$88,663	$118,807	$23,697	$7,588	$12,938
% of total spending in Ontario by overnight outdoor visitors	14%	13%	13%	13%	18%	13%	13%	16%
Average Spending								
Per Person Visit	$22	$19	$51	$44	$232	$180	$176	$199
Per Person Night	$6	$5	$11	$10	$18	$16	$13	$39
Per Party Visit	$42	$36	$138	$123	$460	$388	$316	$381
Per Party Night	$12	$11	$30	$29	$32	$32	$22	$82

How much money did they spend in Ontario?

Expenditures of overnight outdoor visitors accounted for 23% of total spending by overnight visitors in Ontario in 2001.

- Outdoor visitors spent $3.6 billion in the province in 2001.
- Canadians accounted for 52% of total spending by outdoor visitors, Americans for 30%, and overseas visitors for 18%.
- Total average spending per person visit was $243, per party visit was $492 and per party night was $118.
- Ontarians had the lowest average spending per person visit ($144) and overseas visitors had the highest ($1,290).
- Overseas visitors tend to have the highest average spending levels due to the inclusion of the cost of transportation. Table 13 on the following page provides a comparison of spending with the cost of transportation removed.

Table 11: Overnight Outdoor Visitors Total Spending by Origin, 2001

Origin	Total Spending (000)	Share (%)
TOTAL	**$3,587,238**	**100%**
CANADA	$1,851,692	52%
Ontario	$1,513,708	42%
Quebec	$114,916	3%
USA	$1,075,077	30%
Border States	$666,528	19%
Michigan	$148,565	4%
New York	$108,618	3%
Ohio	$92,976	3%
Pennsylvania	$94,621	3%
Illinois	$60,647	2%
Minnesota	$82,706	2%
Wisconsin	$78,396	2%
OVERSEAS	$660,469	18%
UK	$178,995	5%
Japan	$81,309	2%
France	$35,008	1%
Germany	$58,696	2%

Table 12: Overnight Outdoor Visitors Average Expenditures in Ontario, 2001

	Average Per Person	Average Per Party	Average Per Party Night
TOTAL	**$243**	**$492**	**$118**
CANADA	$162	$309	$85
Ontario	$144	$277	$82
USA	$380	$1,026	$223
Border States	$332	$923	$219
OVERSEAS	$1,290	$2,560	$177
UK	$1,356	$2,934	$244
France	$796	$1,667	$229
Germany	$1,365	$2,446	$170
Japan	$1,251	$2,391	$518

- Regardless of transportation costs, overseas visitors tend to have the highest average cost per person visit. This is attributable to the fact that overseas visitors stay longer in the province and tend to stay in commercial accommodation.
- Outdoor visitors from Germany had the highest average spending per person visit on accommodation and food and beverage, while visitors from the UK had the highest average spending on recreation and entertainment. Outdoor visitors from Japan had the highest average spending per person visit on retail.

Table 13: How Overnight Pleasure Visitors Spent their Non-Transport Budget in Ontario by Origin, 2001

Item of Expenditure	Origin of Overnight Outdoor Visitors							
	Canada	Ontario	USA	Border States	Overseas	UK	Germany	Japan
Spending by overnight outdoor visitors, excluding transport related expenditures ($000s)	$1,363,296	$1,095,259	$927,827	$592,760	$403,713	$99,470	$34,045	$43,667
% of total spending in Ontario by overnight outdoor visitors	74%	72%	86%	89%	61%	56%	58%	54%
Average Spending								
Per Person Visit	$119	$104	$328	$295	$789	$754	$792	$672
Per Person Night	$32	$30	$71	$69	$62	$66	$ 58	$130
Per Party Visit	$228	$201	$885	$821	$1,565	$1,631	$1,419	$1,284
Per Party Night	$63	$59	$193	$195	$108	$136	$98	$278
Accommodation ($000s)	$420,601	$342,738	$388,841	$251,302	$125,128	$32,540	$13,411	$18,661
% of total spending in Ontario by overnight outdoor visitors	23%	23%	36%	38%	19%	18%	23%	23%
Average Spending								
Per Person Visit	$37	$33	$138	$125	$244	$247	$312	$287
Per Person Night	$10	$9	$30	$29	$19	$21	$23	$56
Per Party Visit	$70	$63	$371	$348	$485	$533	$559	$549
Per Party Night	$19	$19	$81	$83	$34	$44	$39	$119
Food/Beverage ($000s)	$515,392	$413,830	$227,018	$142,767	$109,016	$27,442	$9,649	$9,711
% of total spending in Ontario by overnight outdoor visitors	28%	27%	21%	21%	17%	15%	16%	12%
Average Spending								
Per Person Visit	$45	$39	$80	$71	$213	$208	$224	$149
Per Person Night	$12	$11	$17	$17	$17	$18	$16	$ 29
Per Party Visit	$86	$76	$217	$198	$423	$450	$402	$286
Per Party Night	$24	$22	$47	$47	$29	$37	$28	$62
Recreation/Entertainment ($000s)	$173,506	$139,936	$166,890	$110,028	$50,762	$15,791	$3,396	$2,357
% of total spending in Ontario by overnight outdoor visitors	9%	9%	16%	17%	8%	9%	6%	3%
Average Spending								
Per Person Visit	$15	$13	$59	$55	$99	$120	$79	$36
Per Person Night	$4	$4	$13	$13	$8	$10	$6	$7
Per Party Visit	$29	$26	$159	$152	$197	$259	$142	$69
Per Party Night	$8	$8	$35	$36	$14	$22	$10	$15
Retail ($000s)	$253,798	$198,753	$145,077	$88,663	$118,807	$23,697	$7,588	$12,938
% of total spending in Ontario by overnight outdoor visitors	14%	13%	13%	13%	18%	13%	13%	16%
Average Spending								
Per Person Visit	$22	$19	$51	$44	$232	$180	$176	$199
Per Person Night	$6	$5	$11	$10	$18	$16	$13	$39
Per Party Visit	$42	$36	$138	$123	$460	$388	$316	$381
Per Party Night	$12	$11	$30	$29	$32	$32	$22	$82

Glossary

ACCOMMODATION TYPE refers to the type(s) of accommodation used during the trip.

Other accommodation is a separate category in the CTS and ITS questionnaires, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many of the tabulations contained in this report, accommodation type "not stated" records have been combined with *other*.

ACTIVITIES ON TRIP. For each trip, respondents were asked to indicate whether they participated in any of a number of activities (aided measure). The activity could have occurred at any location on the trip (destination, location of overnight stop) since activity data are not captured on a location-specific basis.

EXPENDITURES ON TRIP. All dollars spent by all household members or party members who went on the trip and paid for by individuals, government or private sector business. Only expenditures incurred by visitors to Ontario are contained in this report. Spending by Ontarians on (Canadian) public fares for trips outside the province and with no visit in Ontario are not included here.

The following items of expenditures are excluded:

- food and beverage purchased prior to the trip to be used while on the trip;
- items purchased to be resold or used in a business;
- vehicles, such as cars, boats and caravans;
- capital investment, such as real estate, work of arts, rare articles and financial stocks;
- cash given to friends or relatives during a trip which does not represent payment for goods and services received, as well as donations to institutions.

EXPENDITURES IN ONTARIO. Canadian residents' expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. Expenditures from the ITS were assigned to Ontario according to MTCR rules.

HOUSEHOLD/PARTY TRIP. A trip involving one or more persons from the same household/party leaving and returning together. If four persons from the same household take a trip, it counts as one household-trip.

The CTS captures household-based information, while the ITS captures party-based (not necessarily belonging to the same household) information.

MODE OF TRANSPORT. Mode of transport refers to the one used in Canada. It does not refer to the transport mode used by international visitors to come to Ontario.

PERSON NIGHT. A night spent away from home by a person taking a trip. If two persons take a trip involving three nights away from home, that counts for six person nights.

PERSON TRIP. A trip taken by one person. If two persons from the same household go on a trip, it counts for two person trips. If the same person takes two trips, it also counts for two person trips.

PURPOSE OF TRIP (MAIN). The main purpose categories include *visiting friends/relatives, pleasure, personal, business, convention.* In this report, *business convention* has been combined with *business* and *pleasure* has been combined with *non-business convention.*

QUALIFYING TRIP. A *qualifying trip* in the CTS is defined as travel from the usual place of residence to a location any distance away if an overnight trip and at least 40 km (one-way) if a same-day trip for any purpose other than as a member of an operating crew of a bus, plane, truck, etc; commuting to work or school; moving to a new residence; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada and trips that longer than one year. The distance minimum of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km. In the ITS it includes all non-residents crossing the Canadian border (excludes crews of transportation firms).

REPORTING PERIOD. An one month reporting period is used by the CTS since the second quarter of 1992. All fieldwork takes place approximately three weeks after the *end* of the reporting period. For example, during the third week in July respondents would be asked to report on trips that ended in preceding June. In the ITS, a respondent is given a questionnaire which he/she is asked to fill out when his/her trip is completed.

RESPONDENT. In the CTS, a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age. Specifically excluded from the LFS coverage are residents of Yukon and Northwest Territories, persons living on Indian Reserves, full-time members of the Canadian Armed Forces and persons living in institutions (inmates of penal institutions and patients in hospitals or nursing homes who have resided in the institution for more than six months).

VISIT. Place of overnight stay or for same day trips, the location of the trip's destination. If the respondent travelled twice to the same location during the same trip, only one visit is recorded at that location. In this report there are three types of visits at the sub-provincial level: visits that were destined to region x; visits that were destined to Ontario region y, but took an excursion to region x, and visits that were destined outside Ontario, but had an overnight stop in region x. A small number of CTS respondents with overnight trips indicated that had as their destination Ontario region x, but they spent no night in region x. These trips have been treated in this report as same day trips to region x.

Map of Ontario Travel Regions